

Demystifying Finance for Non-Financial Professionals

In today's business landscape, the ability to understand and interpret financial information is essential for professionals across various roles and industries.

The "Demystifying Finance for Non-Financial Professionals" course is designed to provide participants with a clear and practical understanding of key financial concepts, enabling them to make informed decisions, contribute meaningfully to discussions, and collaborate effectively with financial experts.



R25 000
(VAT incl)



- Professionals from non-finance backgrounds, such as marketing, sales, operations, human resources and more.
- Managers and team leaders who need to interpret financial data for decision-making.
- Entrepreneurs and business owners looking to gain a foundational understanding of finance.

What will you achieve?

Understanding financial statements

- Understand the need for financial records and the fundamental concepts of financial statements
- Explain the purpose of financial statements: Statement of profit and loss (income statement), statement of financial position (balance sheet) and cash flow statement
- Know the format of balance sheets and profit and loss accounts
- Explore items typically included in each of the financial statements and their meaning

Interpreting financial statements

- Interpret financial statements for decision-making purposes
- Assess financial reports and suggest how to enhance performance and manage financial health, risk, and resilience
- Explore the limitations of ratio analysis
- Explain and calculate the main investor ratios
- Apply ratios to analyse key areas of interest
- Identify the main users of accounting information and their requirements

Working capital management

- Analyse the working capital position and identify areas for improvement
- Explain the importance of cash flow and working capital management
- Interpret working capital ratios for business sectors
- Analyse cash-flow forecasts over a twelve-month period
- Discuss measures to improve a cash forecast situation
- Analyse the impacts of alternative debtor and creditor policies

Budgeting techniques

- Explain why organisations prepare forecasts and plans
- Explain the purposes of budgets, including planning,

communication, co-ordination, motivation, authorisation, control and evaluation, and how these may conflict

- Prepare a budget for any account in the master budget, based on projections/forecasts and managerial targets
- Identify the information needed to set functional budgets
- Apply alternative approaches to budgeting

Basic costing techniques and breakeven analysis

- Understand classifications used in the analysis of costs including by function, direct and indirect, fixed and variable
- Explain the difference between fixed, variable and semi variable costs
- Calculate and apply break-even point, margin of safety and profit
- Describe contribution and explain its importance
- Evaluate the effect of operational gearing on risk and profit
- Demonstrate an understanding of practical budgeting

Business finance

- Understand the sources of and raise business finance
- Estimate the cost of capital
- Understand the sources of finance and their relative costs
- Understand capital structure theories and practical considerations

Investment appraisal methods

- Explain the processes involved in making long-term decisions
- Apply the principles of relevant cash flow
- Evaluate project proposals using the techniques of investment appraisal
- Compare and contrast the alternative techniques of investment appraisal
- Prioritise projects that are mutually exclusive, involve unequal lives and/or are subject to capital rationing

Course Methodology

This course employs a blend of interactive lectures, discussions, practical exercises, digital simulations and case studies to ensure participants engage with and internalize financial concepts. Real-world scenarios and relatable examples will be used to help participants understand the relevance of financial knowledge in their specific roles.

Since this is an introductory course, prior accounting experience is not necessary. You can enroll without any prior financial experience or training. The course makes use of real-world examples from a variety of businesses. It offers transferrable skills for various industries and organizations.

Proposed Duke CE faculty



Eugene Nana Tankou
Educator

Key Benefits

- Make better bottom-line decisions with a working knowledge of the numerical side of business.
- Understand business dynamics and take initiatives that are in line with short and long-term goals.
- Remove all uncertainty from your decision-making and provide the results that you require.
- Develop proactive working ties with finance experts to increase your contribution to the organization.
- Acquire the ability to “think finance” and interpret different performance metrics into financial language.

About Duke CE

Executive education is only as effective as the business need that it solves. At Duke CE, our primary differentiator is an immersive, locally relevant but globally inspired leadership experience engineered for impact.

*Our **thought leadership** defines us;
Our **content** distinguishes us; and
Our **commitment** to strategic
innovation and holistic design thinking
differentiates us.*

Ranked #1 Worldwide

The Financial Times has ranked Duke Corporate Education #1 worldwide in custom executive education in its 2023 Executive Education Ranking.

80

Countries
Delivered

1,500+

Global
educators

10,000+

Programmes
completed

300,000+

Learners
engaged